

**WHAT IS CLAIMED IS:**

1. 1. A method for determining whether to market an intellectual property asset, the method comprising:
  - 3 receiving a description of an intellectual property asset, the intellectual property asset
  - 4 based at least in part on an innovation developed for an internal need; and
  - 5 generating an assessment of the marketability of the intellectual property asset based at
  - 6 least in part on the description of an intellectual property asset and a marketing criterion.